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ROSES
FROM
Flowerland
1931

Paul J. Howard's
Horticultural Establishment
Los Angeles

Making and Planting a Rose Garden

While it is comparatively easy to find a plot of ground to be allotted to the Rose Garden, and in which this "Queen of Flowers" will grow, there are certain dangers to be guarded against as far as possible. First of all, avoid a drafty spot; nothing is quite so bad for roses as a draft. The perfect position for the rose garden is in the open. It may be sheltered from the winds by trees and shrubs, but it should not be shaded, for roses must have light and sunshine. However, a slight shade for a short time in the heat of the day is not bad, but care should be taken to have a good circulation of air, for roses will not flourish in stuffy, closely shadowed places. **Never plant roses where the sun reflects against the side of a building.**

Drainage is another important point to consider, for whether the soil be heavy or light, clay or sand, it is absolutely essential that a rose garden be well drained. The soil best suited to the rose is a rich loam, and in this soil they will thrive with but little fertilizer. However, some of our best bushes are grown in adobe, which, if properly cultivated and watered, is very good. If your soil is especially sandy, it will pay you to have some loam hauled in.

The best fertilizer for roses is well rotted dairy manure, which can be used liberally without fear of

injury. To this may be added some bone meal if the soil is particularly poor.

Roses should be lightly pruned in August and September. By this we mean to remove only the extra long shoots and dead wood. The heavy pruning should be done in December and January. At this time all surplus heavy wood should be removed. Also all dead wood should be cut out and the plants cleaned up. On young plants three to five shoots are sufficient to leave, but on the older plants several good strong shoots may be left. **Do not cut your roses too near the ground**, especially if they are old, as the old wood will not branch again.

While roses require a well drained soil, they also require a good bit of moisture. Care should be taken to keep the soil moist continually during the blooming period. In watering roses, do not sprinkle; the best method is to irrigate by means of trenches or basins. A thorough irrigation in this manner, if followed by cultivation, will last from one to two weeks even in the hot weather.

Our Roses are all strong two-year-old, field grown plants, and with few exceptions are budded. This insures a good vigorous growth and well developed buds and flowers.

PLEASE OBSERVE WHEN ORDERING

How To Order:

Write plainly your name, town, and state, giving street numbers or post office box when expedient.

Terms:

All prices in catalog are F. O. B. Los Angeles.

Seeds will be sent prepaid at catalog prices. Bulbs in small quantities are shipped prepaid. In orders of fifty or more, bulbs are sent Express collect, unless order is accompanied by a sufficient remittance to cover postage.

All plants are shipped Express charges collect, and all orders must be accompanied by cash. No plants will be sent C. O. D. Remit in any safe way—Post Office Money Order, Express Order, or personal check on local banks are best. Postage stamps will be accepted in amounts up to one dollar.

In applying prices, not less than six will be sold at the dozen rate, or fifty at the hundred rate. All goods travel at purchaser's risk and at purchaser's expense unless otherwise listed.

Non Warranty:

We give no warranty, expressed or implied, as to purity, description, quality, productiveness or any other matter of any Seeds, Bulbs, or Plants we send out, and we will not be in any way responsible for the crop. If purchaser does not accept the goods on these terms, they are to be at once returned, and the money paid for same will be refunded.

Filling Orders:

All orders are filled promptly, usually on the day of receipt.

In ordering, please state whether substitution will be permitted, as we feel at liberty, when no instructions accompany the order, to replace any varieties out of stock with others as nearly similar as possible. When a certain variety is selected which we feel not suited to the customer's locality, or when a variety has been superseded by another which is superior, we also feel at liberty to substitute.

PAUL J. HOWARD'S
HORTICULTURAL ESTABLISHMENT
250 South La Brea
LOS ANGELES, CALIF.



ROSES FROM FLOWERLAND

Angele Pernet. An entirely new color in roses, a vivid orange-flame, shaded deep, fiery apricot, with a gold suffusion on the outer petals. It is a remarkably strong grower, with beautiful, glossy foliage, and is a very free bloomer. The buds are beautifully formed, and the open flower is moderately full.

Price 75c Each

Betty Sutor. An exquisitely formed flower of the type of the old favorite Mme. Abel Chatenay, but a great improvement on that variety. Long pointed buds open to large flowers, with a high pointed center, and reflexed petals. The inside of the petals is a light rose-pink; reverse is deep bright rose. A vigorous grower, producing an abundance of blossoms.

Price \$1.50 Each

Betty Uprichard. Coppery-red buds opening to semi-double flowers of large size and striking color, beautiful orange-carmine on outer surfaces of petals, and light salmon on reflexes. Strong growing, and the flowers are borne on long stems.

Price 75c Each

Caledonia. A new white rose of especial merit. It has large, pointed buds, with the outer petals gracefully rolled back, and opening to very large full flowers, lasting exceptionally well when cut. It is a continuous and free bloomer, with long, sturdy stems. The flowers have a faint lemon tint when first opened, passing to a pure white as the flowers develop, and are quite fragrant. This rose will undoubtedly replace many of the older white varieties.

Price \$1.50 Each

Cecil. A most charming single rose, of a bright golden yellow color. The flowers are borne in large clusters, on long stems and have good keeping qualities. The bushes are of branching habit, and disease resistant.

Price \$1.00 Each

Chas. P. Kilham. A brilliantly colored rose with long pointed buds, and splendidly formed full double blossoms, sweetly tea scented. The color is a rich oriental orange-red, flushed scarlet. The bush is upright and vigorous.

Price \$1.50 Each

Columbia. This beautiful rose is of strong vigorous habit, and exceptionally free-blooming. Extensively used for cut flower purposes. Flowers of good size, perfect form, both in bud and expanded. Color an exquisite shade of rose-pink.

Price 75c Each

Constance. A free-flowering variety which bears attractive long, orange-yellow buds of perfect form, slightly streaked with crimson; as the blossom develops it opens into a golden-yellow.

Price 75c Each

Cuba. This new French rose is a glistening, bright vermilion-scarlet, overlying an orange ground. As a bedding rose it is unsurpassed, as the foliage is a pleasing dark green, accentuating the great brilliancy of the masses of bloom. The individual blossom is very large, fine in bud form.

Price 75c Each

Dainty Bess. This lovely single rose has created a sensation in England, and is becoming equally popular here. It is beautifully formed, with delicately crinkled and waved petals. In color it is most refined, with soft blush pink petals, and conspicuous crimson stamens. The flowers are borne in sprays, making exquisite individual displays, lasting well when cut.

Price \$1.50 Each

DAME EDITH HELEN. This is the most outstanding new variety produced in recent years. It is practically a perfect rose from any standpoint. The blooms are large, and well formed, with petals gracefully recurving from a high pointed center. The color is a rich, deep, glowing pink, a shade that is pleasing to everyone. It holds its color well as the flower expands, and does not turn "blue" as is the case of some deep pink roses. In addition to the beauty of the blossom, it is deliciously fragrant; a few flowers will scent a whole room. The bush is a remarkably strong grower, with deep green leathery foliage, and it produces its flowers on long strong canes, after the manner of an American beauty.

Price \$1.00 Each

Dorina Neave. Large, full flowers of a delightful shade of soft silvery-pink, carried erect on tall stiff stems. Very fragrant, and a variety that will prove entirely satisfactory.

Price \$1.50 Each

Doris Dickson. A medium sized flower of exquisite formation, intense fragrance, and indescribable beauty of coloring, which is orange-cream, heavily veined with rich cherry red. A hardy bush, with dark green foliage.

Price \$1.00 Each

Doris Traylor. The long pointed buds of this variety open to large full flowers of a rich, brilliant, salmon-orange, with deep carmine suffusion. Exceptionally free flowering, and fragrant.

Price 75c Each

Dr. Edward Deacon. A most fascinating, new coloring in roses. The margin of the petals is a delicate shrimp pink, gradually merging to a deep salmon-orange toward the base of the artistically reflexing petals, forming a fine, very full flower of good lasting quality. The habit of growth is strong, and upright, and the foliage is very healthy.

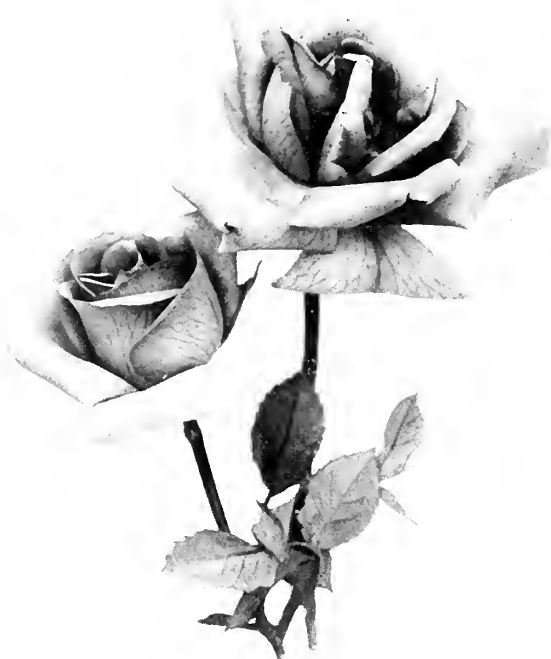
Price \$1.50 Each

Duchess of Atholl. Beautiful buds and large cup-shaped flowers of unusual coloring; vivid bronze-orange, flushed old rose. Considered by many to be far superior to the variety Angele Pernet, which it resembles in color, on account of its robust habit of growth.

Price \$1.00 Each

Duchess of York. The buds are a beautiful rich orange, opening to large, full flowers of soft apricot pink. A variety of most dainty coloring.

Price \$1.00 Each



Elizabeth of York

Duchess of Wellington. Intense saffron-yellow, stained with deep crimson, changing to a deep coppery saffron yellow as the flowers develop. Delightfully fragrant and very free-flowering.

Price 75c Each

Edel. One of the best white roses. Good buds developing into large, full, fragrant, pure white blossoms.

Price 75c Each

Edith Nellie Perkins. A rose entirely distinct in coloring and of such strong robust growth that it should succeed anywhere and produce an abundance of its pretty colored flowers. The buds are long and pointed, the outside of the petals are of cream and blush, shaded with orange at the base. Sweetly scented.

Price \$1.50 Each

E. G. Hill. A very superior new red rose. Rich brilliant scarlet, turning to a deeper pure red as the flower develops. As a cut flower it is extremely lasting, and does not fade or turn purplish, as many red roses do. The flowers are large, full double, high centered, and very fragrant.

Price \$1.50 Each

Eldorado. Large sized, golden-yellow flowers, vigorous growth and free-flowering habit and fragrance.

Price 75c Each

Elegante. A fine rose of even sulfur yellow color, with long, shapely buds, opening to large, shapely, double flowers of uniform color. Foliage is mildew proof and the plant is nearly always in bloom.

Price 75c Each

Elizabeth of York. Beautifully formed, long, pointed buds of glowing cerise red with a yellow suffusion at the base. The petals as they unfold spread widely with a splendid reflex, ultimately showing the stamens. An artistic, dainty, delicately colored flower.

Price \$1.00 Each

Emile Charles. A French introduction of rich coloring, a shade brighter than the variety Mme. Edouard Herriot. Buds rich fiery red, shaded and suffused with golden yellow, shading to strawberry red on the outer petals of the open flower.

Price 75c Each

Emily Dodd. Another good new white rose, with large ovoid buds and very large full flowers, very lasting and slightly fragrant. Milk white, shaded cream in the center. Plant of vigorous upright habit, and a free bloomer throughout the year.

Price \$1.50 Each

Ethel James. A single rose similar to the variety Isobel, but a softer carmine rose in color, flushed orange-scarlet, with a pure yellow zone at the center.

Price \$1.00 Each

Etoile de Feu. A very large, full, double flower, similar in shape to the variety Louise Catherine Breslau. It is a deep fiery orange, with shading of Salmon. Foliage is beautiful and glossy, and the plant is a strong grower.

Price 75c Each

ETOILE DE HOLLANDE. This red rose is rivalling the popularity of the two varieties Hadley and Hoosier Beauty. It's dark red buds open to cup shaped blossoms of beautiful scarlet-red, which are distinctly fragrant. Erect in growth, and a very free bloomer.

Price \$1.00 Each

Felicity. A very free flowering sort, and a color that is most desirable. A beautiful mallow-pink, with a soft creamy suffusion at the base of the petals. The buds are long, and the flowers expand to a full cup shape. Very long stems.

Price 75c Each

FEU JOSEPH LOOYMANS. Here is a rose which has gained a high place for itself sheerly upon merit. Its buds are extremely long, and shapely, of a rich fiery apricot color, and the half-open flowers are beautifully formed. It is without peer as a cut flower, as each blossom is borne on long smooth stems, clothed with an abundance of clean, glossy-green foliage. The plant is mildew-proof, and a strong grower.

Price \$1.00 Each

Frank Reader. A new rose that will make a fine addition to your garden, for cut flowers. In color it is like a glorified Sunburst, being a lemon-yellow, shading to a golden-apricot in the center. The flowers are very large and full, and deliciously scented. Very profuse bloomer.

Price \$1.00 Each

Frau Karl Druschki. The ideal hardy white rose. Pure in color, strong grower and remarkably free-flowering. Sometimes called the White American Beauty.

Price 75c Each



Edith Nellie Perkins

General McArthur. A well-known favorite and one of the best all around bedding varieties in our collection. It is one of the earliest and most perpetual flowering sorts. Its flowers are of good form; of a warm, rich crimson-scarlet, and delightfully scented.

Price 75c Each

Gloire de Chedane Guinnoiseau. Hybrid perpetual type. Large bright red blooms, on long stiff stems. Not a free bloomer.

Price 75c Each

Gladys Benskin. One of this year's most striking introductions. Large, long, pointed buds and high centered full flowers. Color very distinct, the reverse of the petals salmon-cerise over golden yellow, with deep yellow veining; inside bright rose-cerise shaded deep orange. Richly fragrant. Bush is vigorous and hardy.

Price \$1.50 Each

George Ahrens. Sometimes called Pink Frau Karl Druschki, which it resembles, except in coloring, which is a soft silvery pink.

Price 75c Each

Golden Dawn. A magnificent new rose of Australian origin which appears to be an ideal garden rose. The buds are an exquisite lemon color, with splashes of crimson before opening to full double flowers, fragrant, quite resembling the old favorite, Marechal Niel, but the bush is of strong, upright habit of growth, with large, healthy, glossy foliage.

Price \$1.00 Each

Golden Emblem. Long shapely buds of rich yellow, with flames of crimson on the outer petals opening to a delightfully fragrant, full, firm flower. The flowers are produced on upright stems well above the glossy green foliage.

Price 75c Each

Hadley. A magnificent red rose. Plant is a strong vigorous grower and produces dark, crimson-scarlet buds on long stems.

Price 75c Each

Hon. Violet Douglas Pennant. Long pointed buds, lemon yellow at the base, passing to cream, suffused with rose at the edges. The reverse of the petals is deeper in coloring. Foliage dark green, mildew-resistant.

Price \$1.50 Each

Hoosier Beauty. Beautiful, well shaped, long buds, and large full perfect flowers, of an intense, rich dazzling crimson-scarlet and deliciously fragrant. The plant is of vigorous growth and is conceded to be one of the best roses of its color.

Price 75c Each



Imperial Potentate

Imperial Potentate. Splendidly shaped buds, opening to well-formed large, double flowers of crisp, glistening rose-pink with silvery suffusion at the base of the petals, sweetly scented. At the International Rose Test Garden, at Portland, Oregon, this variety was awarded the Silver Medal of the American Rose Society, the Gold Medal of the city of Portland for the best bush Rose shown, and the Silver Trophy of the Portland Chamber of Commerce for the best rose produced in 1923 on the Pacific Coast.

Price 75c Each

Impress. A rose of distinct coloring and formation, here offered for the first time. Its large, perfectly formed, double blossoms upon unfolding are rosy-red, with orange suffusion, and the full open flowers are camellia-shaped, a striking salmon-cerise, with an orange suffusion. They last an exceptionally long time after cutting.

Price \$1.50 Each

Innocence. A pure white single rose of unusual charm and daintiness.

Price \$1.00 Each

Irish Elegance. A beautiful single rose, in color apricot shading to bronze at base.

Price 75c Each

Irish Fireflame. A glorious single flowering variety, bearing its flowers in clusters of five or more; splendid for cutting in sprays in bud form. These buds are a rich deep orange, splashed with crimson, opening to a large single flower of a satiny old gold, shaded with ochre.

Price 75c Each

Isobel. This is truly one of the most beautiful single roses ever developed. In color an orange terra-cotta tipped with rose, with brilliant stamens in center. Good foliage, vigorous plant.

Price 75c Each

Ivanhoe. A most brilliant rose of rich scarlet-crimson, and delightfully fragrant. The high centered, lasting flowers develop from long pointed buds, making good cut flowers. This makes a very striking bedding rose.

Price \$1.50 Each



Golden Dawn

Ivy May. Medium sized long, pointed buds, similar to the variety Mme. Butterfly, of which it is a sport. It is unfading in color, rose pink, running to amber at the base of the petals, flushed with gold on the outside and at the edges of the petals. Sweetly scented. Growth vigorous and upright, with clean, dark-green foliage. An exquisite cut flower variety.

Price \$1.50 Each

I. Zingari. A novelty of the most vivid orange-scarlet, really a true vermilion in color. The flowers are semi-double, continuously produced, in sprays of several blossoms. A most brilliant bedding variety.

Price \$1.50 Each

James Gibson. New red roses are always desirable additions, and this is a 1931 novelty of exceptional brilliance. It is a rich crimson-scarlet, with velvety shadings, with large full, beautifully formed blossoms on long stems. The bush is of free flowering habit, and a sturdy grower, with disease resistant foliage.

Price \$1.50 Each

Jarvisbrook. A prettily formed rose, very freely produced throughout the season. Light orange with salmon reverse, a dainty and effective color combination. Bush of vigorous upright branching habit.

Price \$1.50 Each

J. C. Thornton. A bright red rose of great promise as a bedding or cut flower variety. The buds are of exquisite form, long and pointed. Flowers very double and lasting. The color is a glowing crimson-scarlet.

Price \$1.50 Each

Joanna Hill. A fine yellow rose, in formation similar to Sunburst, but holds its color better. It has won much favor as a cut flower variety, grown under glass, and will prove equally valuable in the garden. Clear yellow in color, with an orange-yellow center. A vigorous upright grower producing its flowers singly, on very long stems.

Price \$1.50 Each

Joan Cant. A novelty of great value on account of its splendid color, exquisite formation, and strong vigorous growth. It is a rich shade of salmon pink; the formation of the petals is like the old favorite, Mme. Abel Chatenay. Intensely fragrant. Foliage disease resistant. Plant strong and vigorous in growth.

Price \$2.50 Each



Dr. Edward Deacon

John Russell. The largest of all deep red roses. The flowers are really phenomenal in size, and held erect on the ends of long canes, like an American Beauty. The color is deep velvety crimson, with blackish shadings. One of the handsomest red roses, and a splendid keeper when cut.

Price 75c Each

J. Otto Thilow. Rich glowing rose pink, with long pointed buds of perfect formation, opening to well expanded flowers, with reflex petals and a high pointed center. A strong grower with clean healthy foliage, and a profuse continuous bloomer.

Price \$1.00 Each

Jules Gaujard. The large, well formed, double flowers on first opening are a beautiful shade of glistening cochineal crimson, which develops on opening to a pretty shade of orange-rose. It is a fine garden rose of vigorous branching habit, and free flowering.

Price \$1.50 Each

Julien Potin. Sometimes known as "The Golden Pernet". The most gorgeous and brilliant yellow rose yet introduced, a rich golden yellow, that grows deeper as the flowers mature. The buds are long and shapely, and develop into large, full, fragrant flowers of beautiful form.

Price \$1.00 Each

Kaiserin Augusta Victoria. Soft, pearly white, tinted with just enough lemon in the center to relieve the white; remarkably fragrant, beautifully formed flowers on long graceful stems; a strong, free, healthy grower.

Price 75c Each

Killarney Brilliant. Well formed buds of bright carmine rose. A free blooming garden variety.

Price 75c Each

Konigin Luise. A splendid new white rose, with large sized, full double flowers. Habit of growth strong and vigorous, producing long, stiff flower-stems. Fine for cutting.

Price \$1.50 Each

Lady Alice Stanley. An old favorite, bright rose pink variety with attractively shaped buds and blossoms. A reliable grower and free bloomer.

Price 75c Each

LADY BARNBY. Flowers of beautiful form, resembling the fine variety Mrs. Henry Bowles, but a different shade of clear rose pink. A most excellent variety for cutting, beautiful in all stages of bloom. Fragrant and free-flowering.

Price \$1.50 Each

Lady Florence Stronge. A new distinct and novel color. Deep shrimp pink, shading violet old rose, and yellow at the base, heavily veined and flushed scarlet. Flowers large and full, with high centers.

Price 75c Each



Ivy May



Isobel

Lady Forteviot. One of the most outstanding roses on our list. It is a color which immediately attracts attention, orange-yellow, flushed with apricot and cardinal red. The buds are large, and open to flowers of artistic formation; very lasting, with a delightful, fruity fragrance. Vigorous in growth, and a continuous bloomer.

Price \$1.50 Each

Lady Inchiquin. A new shade of rich orange-cerise with large, full, perfumed flowers. The plant is a strong, vigorous grower, and a free bloomer.

Price 75c Each

LADY MARGARET STEWART. A new pernetiana hybrid, with the shiny, mildew-proof foliage characteristic of that class. It is very novel in color, being a deep sunflower yellow, heavily veined and splashed with orange-scarlet, with the reverse of the petals deeply suffused carmine. The full open, double flowers have an effect of deep cadmium orange. Sweet scented.

Price \$1.00 Each

Lord Charlemont. One of the most promising new red roses. Dark crimson, high center, fragrant. Plants bushy and free blooming.

Price 75c Each

Los Angeles. This is one of the finest roses ever introduced. The bush is a vigorous grower, producing a continuous succession of long stemmed flowers of a luminous flame pink tinted with coral and shading to translucent gold at the base of the petals. The buds are long and pointed, and when fully expanded, they open into a flower of mammoth proportions. This is a rose that is beautiful from the opening of the bud until the last petals have fallen.

Price 75c Each

Louise Catherine Breslau. This rose is entirely distinct from all others in color; buds are coral-red shaded with chrome-yellow. When full blown they are of a superb shrimp-pink shaded coppery-orange and chrome-yellow.

Price 75c Each

Lucie Marie. An attractive new bedding rose, with long, pointed buds, deep yellow, splashed with red. The open flowers are yellow, veined with red and tinged pink at the tips of the petals. Vigorous in growth with leathery dark green foliage.

Price \$1.50 Each

Lulu. In bud form, one of the most beautiful roses in existence. In shape it somewhat resembles Irish Fireflame, but is much larger and longer. Color is orange-red, shaded salmon pink and apricot. Very free flowering.

Price \$1.00 Each

Mable Morse. Clear unfading golden yellow buds, and well shaped, fragrant flowers, borne on long stems above glossy, light green foliage. Believed by many to be the best yellow rose yet introduced.

Price \$1.00 Each

MARGARET McCREDY. A new introduction and in trials it has proven to be most brilliant, and distinct. Rich Turkish red, passing as the flowers age, to a beautiful carmine rose. The flowers are borne on long, stiff stems, and have good keeping qualities.

Price \$1.00 Each

Marion Cran. Described by the producers as the most wonderful color combination yet seen in any rose. Before the flowers expand the color is a deep buttercup-yellow, margined and flushed cerise and rosy scarlet. As the flower opens the outside of the petals retain their color while the inner side opens a brilliant geranium scarlet, flushed and veined orange and yellow. Habit is bushy, free and upright, making a magnificent garden rose, and a delightful cut flower.

Price \$1.00 Each

May Wetttern. A magnificently formed bud and flower of moderate fullness and artistic coloring, with immense, deep, wide petals of solid texture, forming a high pointed bud and flower. The colors are a harmony of bright salmon pink, flesh, and deep rose-pink.

Price \$1.00 Each

McGredy's Scarlet. This is a rose of such exceptional merit that it will find a place in every rose garden. It is a rich, brilliant, velvety scarlet. The petals are lightly washed deep crimson, with orange at the base. The buds are unusually long, and beautifully shaped, retaining their beauty from the tight bud stage until the petals are ready to drop. The stems are very long, and the foliage is dark green and mildew-proof. The plant is of vigorous upright habit, free and continuous flowering. An exceptionally fine rose for cutting.

Price \$2.50 Each

Miss Lolita Armour. The coloring of this rose is very difficult to describe and is distinctly different from anything that we know of. Briefly the introducers describe the rose as chrome-yellow at the base, shading to burnt-orange and copper. The reflex of the petals is chrome-yellow at the base, shading to bright salmon with brilliant copper suffusion. The flowers are quite double and the buds are similar to that well-known rose, Caroline Testout.

Price 75c Each



J. Otto Thilow



Miss Rowena Thom

MISS ROWENA THOM. A splendid new rose for cutting. Stems long and smooth, and the buds and expanded blossoms are perfectly formed. The color is a rich glowing carmine, with an orange suffusion, shading to golden orange at the base of the petals.

Price \$1.00 Each

Mme. Abel Chatenay. Carmine rose with salmon shadings; long pointed buds and double flowers, a strong grower, very free-flowering, and a favorite bedding variety.

Price 75c Each

Mme. Albert Barbier. This is much like the well known hybrid perpetual, Frau Karl Druschki, in growth, but is very free flowering. The flowers are large, and the buds are perfectly formed. The buds are a light yellow, shaded apricot and orange, while the open flowers are a light salmon pink, shaded apricot at the base of the petals. A most unique and beautiful combination of color.

Price \$1.00 Each

Mme. Alexandre Dreux. This rose has won immediate favor as a cut flower, it being in great demand at florists, for vases or corsages. The flowers are not very large, but are very artistic in shape, and the color is a shade that is in much demand. It is best described as being a tangerine-orange, which never fades. It is a very free bloomer.

Price 75c Each

Madame Butterfly. Color is a harmony of pink, apricot and gold. The flowers resemble Ophelia in form. It is a vigorous grower and a profuse bloomer.

Price 75c Each

Madame Edouard Herriot. A very strong and vigorous grower, branching habit and glossy green foliage. The buds are coral-red, shaded with yellow at the base, the open flowers of medium size, semi-double, are of a superb coral-red shaded with yellow and bright rosy scarlet.

Price 75c Each

Mme. Henri Queuille. This splendid new rose, in the formation of its large full flowers, strong, vigorous growth, and freedom of flowering, resembles the same producer's popular variety, Souvenir de Georges Pernet, but is quite different in coloring. It is a delightful shade of orange, toned with pink, varying somewhat according to climate and soil. Strongly tea-scented.

Price \$1.00 Each

Madame Jules Bouche. While not a pure white, it being at times slightly tinted with blush on the reverse of the petals, it is considered one of the best of the white bedding roses. It is a strong grower, very free-flowering and very double.

Price 75c Each

Modesty. Long pointed buds of light creamy yellow color. The formation of this dainty flower has made it extremely popular.

Price 75c Each

Mrs. A. R. Barraclough. A distinctly new shade of soft carmine pink, with slight salmon tints, shading to yellow at base of petals. The very fragrant flowers are extremely large, and of great substance, and the buds are long and perfect. The bush is a very vigorous, upright grower.

Price \$1.00 Each

Mrs. Beatty. An exquisite deep lemon colored rose with the delightful perfume of the old favorite Marechal Niel. Foliage leathery and mildew proof.

Price \$1.00 Each

Mrs. C. W. Edwards. Rich rosy-scarlet, overlaying an orange ground, the base of the petals prettily zoned yellow, which runs in faint veinings into the higher colors. Flowers large, full and fragrant.

Price \$1.00 Each

Mrs. Erskine Pembroke Thom. Another yellow rose which, however, is entirely distinct; a clear, deep, canary yellow without shading. Will prove a valuable addition to our list of yellow roses. The buds are of good long shape, and develop into large, full flowers. Attractive foliage and free blooming.

Price \$1.00 Each

Mrs. G. A. Van Rossem. A marvelously beautiful new rose of distinctive coloring, a most striking blending of dark vivid orange and apricot on a yellow ground with touches of bronze on the reverse of petals, the whole giving a copper bronze effect. The large, fragrant flowers are freely produced on good stems, on strong growing bushes.

Price \$1.50 Each

Mrs. Henry Bowles. Handsomely formed, fragrant flowers, with high pointed center. Color is rose pink, shaded salmon and orange. Open blossom full and lasting. Free flowering and of upright growth.

Price 75c Each



Lord Charlemont

Mrs. Henry Morse. Clear, bright rose, suffused with vermillion and with clear vermillion veining on the petals. Very vigorous in growth, free blooming and sweet scented.
Price 75c Each

Mrs. John Bell. A strikingly beautiful rose that is certain to become very popular. Vivid cochineal carmine, shaded lighter at the base of the petals. A most clear and beautiful color that does not fade. The buds are large, pointed and shapely, and open to full double cup-shaped, fragrant flowers. A profuse bloomer of sturdy habit of growth.
Price \$2.00 Each

Mrs. Lovell Swisher. Long, pointed, beautifully shaped buds of deep coppery-salmon, opening to perfectly formed, double, delightfully fragrant flowers of delicate salmon pink, passing to flesh-pink at the edges. A very strong, vigorous grower, with clean, bronzy foliage, and exceptionally free flowering.
Price 75c Each

Mrs. Redford. Rich orange and apricot. Flowers borne on long stems, with deep green shiny foliage. Free blooming, lasting well when cut.
Price 75c Each

Mrs. Sam McGredy. The originators, Messrs. Sam McGredy, describe this novelty as "quite distinct from anything yet seen in roses, a wonderful dual combination of vivid shades. A beautiful scarlet-coppery orange is heavily flushed with Lincoln red on the outside of the petals, and these colors together give a rich and almost dazzling effect. The flowers are of large size and beautiful form, and they possess the proper fullness to make them useful for all purposes. They are very freely produced and delicately perfumed. The plant has a vigorous and exceptionally free habit and is for all rose growers the best all-purpose variety we have raised."
Price \$2.00 Each

Mrs. W. C. Miller. Produces very freely, large sized perfect flowers. They are a bright pink color with lighter shading. The plant is vigorous and free—excellent for bedding—especially so for massing.
Price 75c Each

MRS. W. E. NICKERSON. Vigorous growing and free flowering with slender wood of ample strength to hold erect long buds of splendid formation and light orange-pink flowers which undergo various color changes as the flowers expand.
Price 75c Each

Norman Lambert. Medium sized fragrant blossoms the inside petals of which are salmon-orange shaded yellow and bronze. The reverse of the petals are yellow, toned orange-scarlet and burnt orange. This rose is strikingly different.
Price \$1.00 Each

Ophelia. This very floriferous rose has made such a record for itself that it qualifies to be classed with the very best. Flowers of perfect form, large size, are held erect on stiff, straight stems. In color a most pleasing tint of salmon-flesh shaded with rose.
Price 75c Each



Mrs. Henry Bowles

PADRE. Most novel and attractive in coloring, with long petals of coppery-scarlet flushed with yellow at the base, produced on long shoots. Growth strong and upright and exceedingly free-flowering.
Price 75c Each

Patience. This new rose of European origin has the most beautiful long, slender, pointed buds imaginable. They are a lovely shade of deep scarlet-carmine, overlaid with bronze. The open flowers have a bright orange shading at the base. They are borne on fine stems and are delicately fragrant.
Price \$1.00 Each

Paul Neyron. A great old favorite. Dark rose, of enormous size. Very double, highly scented. One of the best of the hybrid perpetual type.
Price 75c Each

Pink Pearl. One of the most deliciously fragrant of all roses. Brilliant rose pink shading to gold at the base of petals. Flowers are full, and highly centered, and the stems are long and smooth.
Price \$1.00 Each

Portadown Ivory. Creamy white of soft and delicate tone merging into a light yellow base. A decided improvement in this color section as the flowers are large, well formed, with thick petalage and good lasting qualities. It is a perpetual bloomer, and has long stout stems and healthy foliage. The plant has a very vigorous constitution.
Price \$2.50 Each

Portadown Fragrance. A wonderful new clear pink rose with exquisite perfume. The buds are beautifully shaped, and open to large full blossoms. It is a color which is very desirable for all purposes, and the flowers are produced on long smooth stems, ideal for cutting.
Price \$2.50 Each

Portadown Bedder. The most brilliant combination of colors in this rose makes an instant appeal. The petals are orange-yellow on the outside with a rich cerise flush deepening toward the edge. Inside is scarlet-cerise on an orange ground. The flowers are fragrant, and freely and continuously produced on strong stems with few thorns. One of the best of this year's roses.
Price \$1.50 Each

PRESIDENT HERBERT HOOVER. The outstanding new rose on our list. Its color is a splendid combination of cerise pink, flame scarlet and orange yellow of dazzling beauty. The buds are beautifully pointed, the petals recurving prettily as they open into large full flowers of fine form, composed of broad thick petals of great substance. Exquisitely fragrant. The bush is a remarkable grower, and produces every one of its flowers on extremely long stems, exceptionally free flowering.
Price \$1.50 Each



Patience

President Jac Smits. The remarkably bright coloring of this flower, merits it a place in every rose-bed. It is a rich velvety crimson-scarlet, even brighter than K. of K., and is unfading. The flowers are semi-double, showing the brilliant golden stamens on opening. Beautiful for cutting in the bud form.

Price \$1.00 Each

President Cherieux. One of the best of the new introductions. A beautiful shade of prawn-red and salmon-pink, shaded with yellow. Large, full formed globular flowers; a strong grower and very free flowering.

Price 75c Each

Radiance. An ideal bedding rose. Succeeds unusually well in hot summer when frequently many other varieties fail. In color it is a brilliant carmine pink, with salmon-pink and yellow shadings at the base of the petals.

Price 75c Each

Red Radiance. A counterpart of Radiance except in color, which is clear cerise red.

Price 75c Each

REV. F. PAGE ROBERTS. A most beautifully shaped long bud and a full double flower of a rich orange-gold, shading to saffron-yellow; growth vigorous, and very free-flowering.

Price 75c Each

Rose Marie. This is without exception one of the most beautiful and satisfactory pink roses of late introduction. Its remarkable freedom of bloom, and its beautiful buds and well-formed flowers of a clear, deep pink, give it a premier place among roses.

Price 75c Each

Rudolph Valentino. This is the latest of Pernet-Ducher's introductions; altogether different from any other rose in coloring and formation. The very large full flower, which is informally but artistically arranged, is of a lively shade of shrimp pink, with a golden coppery suffusion, heightened by the reflection from the golden base and reverse side of the petals. Habit strong and vigorous, free and continuous flowering and delicately scented.

Price \$1.50 Each

Shot Silk. Bright cerise pink overshot salmon-orange, yellow at the base. Flowers medium sized well formed with large smooth petals of great substance carried on rigid stems. Sweetly perfumed. Free branching, with clear, green foliage, immune to mildew. Continuous and free flowering.

Price 75c Each



Rev. F. Page Roberts

Sir David Davis. There is great demand for a deep red rose which is fragrant, and in this new variety we have a splendid addition to this class of roses. The color is a deep glowing crimson, and does not fade. The buds are prettily formed, and open to large, full flowers, which are even more fragrant than the well known variety Hadley.

Price \$1.00 Each

Souvenir de Claudius Pernet. A rose of unusual beauty of form and coloring, and in great demand on account of its bright sunflower-yellow flowers which retain their color better than any other yellow rose, both in bud and open bloom. The buds are long, full and firm, and they come on strong, upright stems, with brilliant green foliage.

Price 75c Each

SOUVENIR DE GEORGES PERNET. Flower large, of globular form, and the bush is vigorous and free in growth. Color, orient-red, shading to cochineal-carmine at the end of the petals, the whole rose being overspread with a golden sheen.

Price 75c Each

Souv. de H. A. Verschuren. Color is a deep golden yellow. The flowers are double, intensely fragrant, and come on long strong stems. A splendid addition to the yellow class.

Price 75c Each

TALISMAN. This has become one of the most popular cut-flower roses, on account of its unique coloring, which is quite changeable. The bud is golden yellow, with a pink suffusion. The half open flowers are golden at the base, old rose at the edges. The buds are well formed, with gracefully curving petals. The growth of the plant is strong and vigorous, with clean, bright green foliage.

Price \$1.50 Each

THE QUEEN ALEXANDRA. A brilliant flower of intense vermilion, deeply shaded old gold on reverse of petals, which spring from a pure orange base. The flowers are quite full and when half blown are bewildering in their beauty. Delightfully sweet scented.

Price 75c Each

Ulrich Brunner. A hybrid perpetual rose blooming freely in Spring and Fall. Very long stem. In color like American Beauty, with which rose it is sometimes confused.

Price 75c Each

Wilhelm Kordes. The large long pointed buds open to full, high-centered very lasting, and intensely fragrant flowers, golden yellow with coppery yellow at edges and on exposed petals. This color combination varies in each blossom. An abundant bloomer.

Price \$1.00 Each

WM. F. DREER. The buds are long, pointed, rich in tones of pink and orange. As the flower develops, particularly in the half open bud, the center shows shades of rich orange, merging to yellow with the edges of petals beautifully rimmed with pink. Equally as good a grower as the Los Angeles.

Price 75c Each

William E. Nickerson. Extremely brilliant and glowing in color; orange scarlet with carmine suffusion. Large ovoid buds develop into full double, high centered flowers. Very lasting and moderately fragrant, carried on long strong stems. A fine sturdy grower and a free and continuous bloomer.

Price \$2.50 Each

Willowmere. This splendid variety is a soft coral-rose color, suffused with carmine in the bud. The open flowers are full, and high-centered. This rose has had continuous popularity since its introduction.

Price 75c Each

Yellow Los Angeles. A beautiful yellow sport of Los Angeles with the same splendid formation and habit of that ever-popular variety.

Price \$1.50 Each

CLIMBING ROSES

For Complete List
See Page 9

PAUL J. HOWARD'S READJUSTMENT SALE

Monday, January 26, to Saturday, February 28

Universal Reductions, Nothing Reserved

Not only in roses (to which the main part of this catalog is devoted) but in **ALL DEPARTMENTS** of this great Horticultural Establishment can the prospective buyer effect great savings.

THE "WHY" OF THIS SALE

In these days economic readjustment is imperative. The public is expecting and demanding unusual price opportunities. The slowing up of business is being brought to an end by alert, substantial business houses which are offering values in line with new economic levels. The establishment of Paul J. Howard is proud to share in this practical trend toward normal times. You are invited to share in the benefits of this great selling event.

Headquarters for new and rare trees, shrubs and flowering plants now practically unknown in this part of the world are soon to be established at 250 S. LaBrea avenue. One reason for this great Readjustment Sale is to make room for these remarkable specimens, thus adding a feature that will be much appreciated by discriminating patrons. This unique addition to an already diversified stock represents realization of a dream long cherished by Paul J. Howard.

These Colored Pages Tell Only a Small Part of Our Sale Story

ROSES—Over 200 varieties.

Reduced 10% to 20%

Reductions apply to all prices quoted in the main (white) pages of this catalog.

EVERGREEN SHRUBS—More than 225 varieties.

Reduced 20% to 50%

SPECIMEN TREES—Evergreen and deciduous.

Reduced 20% to 50%

BOXED AVOCADOS—Bearing Size.
Reduced 50%

DECIDUOUS SHRUBS—
Reduced 20% to 50%

PERENNIALS—Flowering Plants.
Reduced 10% to 50%

ANNUAL BEDDING PLANTS—
All in 2 1/4" pots.
Reduced 33 1/3% to 50%

POTTERY AND MARBLES—Im-
ported and American.
Reduced 10% to 20%

TERMS OF THIS SALE

Without exception all the goods we are offering are Paul J. Howard's A-1 quality. They will be delivered to purchaser in **first class condition**, but no further responsibility can be assumed at these prices. *✓ ✓ ✓*

Charge Accounts will be honored just as in ordinary business. *✓ ✓ ✓* Reductions do not apply to our planting or other service charges, for which we will gladly quote our usual rates. *✓ ✓ ✓*
Note to Dealers: Owing to the drastic reductions offered, no discounts can be allowed to dealers on our sale prices.

A DISTINCTIVE FEATURE OF PAUL J. HOWARD CULTURE

Our bedding plants are grown in individual pots of generous size, not collectively in boxes, our more painstaking method making it easy to transplant without disturbing or destroying root growth.

FAVORITES OF FLOWERLAND COLLECTION

SAVE \$3.00

Collection Price . . . \$6.25

This group is made up of ten roses which we recommend as being perfect in every respect: color, habit of growth, and freedom of bloom.

Dame Edith Helen. The blooms are very large and well formed, with an unusually large number of petals, gracefully recurving from a high pointed center. The color is a rich, glowing pink, that is pleasing to everyone. **\$1.00**

Duchess of York. The buds are a beautiful orange opening to large full flowers of soft apricot pink. A variety of most dainty coloring. The plant is a tall, upright grower, and free flowering. **\$1.00**

Etoile de Feu. A large full double flower similar in shape to the Louise Catherine Breslau. It is a brilliant, fiery orange, with a shading of salmon. The foliage is beautiful and glossy. **\$.75**

Etoile de Hollande. A rose of such merit that it is now rivalling the popularity of Hadley and Hoosier Beauty. Its dark red buds open to cup shaped blossoms of beautiful scarlet-red, which are distinctly fragrant. Erect in growth and a free bloomer. **\$1.00**

Feu Joseph Looymans. Here is a rose which has gained a high place for itself sheerly upon merit. Its buds are extremely long and shapely, of a rich fiery apricot color, and the half open flowers are beautifully formed. It is without peer as a cutflower, as each blossom is borne on long, smooth stems, clothed with an abundance of clean, glossy foliage. **\$1.00**

J. Otto Thilow. Rich glowing rose pink with long, pointed buds of perfect formation, opening to lovely large flowers. A strong grower with clean, healthy foliage, and a free and continuous bloomer. **\$1.00**

Lady Margaret Stewart. Novel in coloring, a deep sunflower yellow heavily veined and splashed with orange scarlet, with the reverse of the petals deeply suffused with carmine. The flowers are full and double, sweetly scented. **\$1.00**

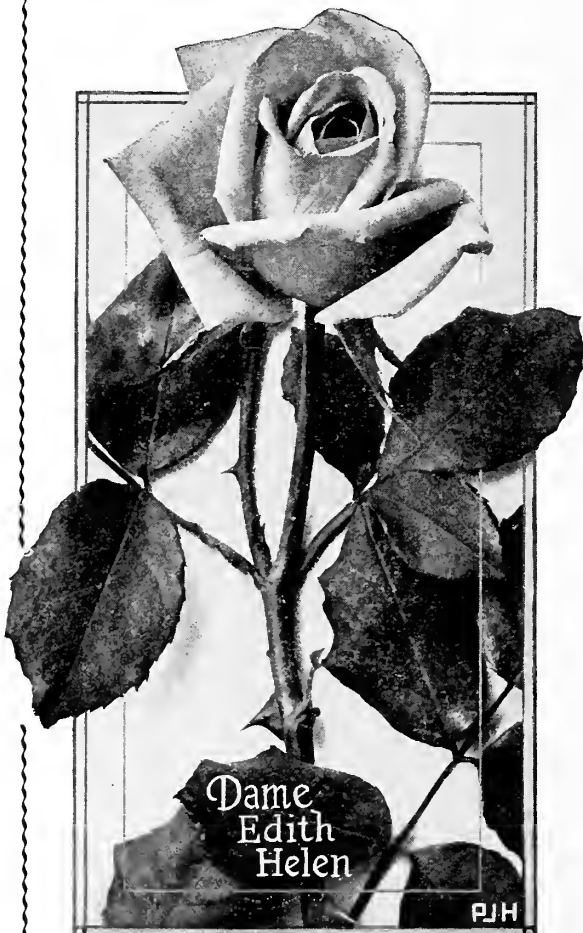
Louise Catherine Breslau. This rose is the favorite variety of many lovers of roses. The flowers are a bronzy coral, shaded with chrome yellow. The open blossoms are cup shaped, resembling a lovely water lily. **\$.75**

Lulu. In bud form, one of the most beautiful roses in existence. In shape it resembles the Mlle. Cecile Brunner, but much larger and longer. The color is orange red shaded salmon and apricot. Very free flowering. **\$1.00**

Rev. F. Page-Roberts. Most beautifully shaped long buds and full double flowers of rich orange gold shading to saffron yellow, and splashed with red on the outside of the petals. **\$.75**

\$9.25

Special collection price until
February 28, one each of
the ten varieties. **\$6.25**



A ALL AMERICAN ELEVEN SAVE \$2.50 For the Collection .. **\$9.50**

In our opinion this All American selection cannot be beaten. They are the choice of the better Roses of AMERICAN origin. The group contains eight bush roses and three thrifty climbing varieties.

E. G. Hill (Indiana). A very superior new red rose. Rich brilliant scarlet, turning to a deeper pure red as the flower develops. As a cut flower it is extremely lasting, and does not fade or turn purplish, as many red roses do. The flowers are large, fully double, high centered and very fragrant.. \$1.50

Imperial Potentate (Oregon). Splendidly shaped buds opening to well formed, large, double flowers of crisp, glistening rose-pink with a silvery suffusion at the base of the petals. Sweetly scented \$.75

Joanna Hill (Indiana). A fine yellow rose. In formation similar to Sunburst, but holds its color better. It has won much favor as a cut flower variety, grown under glass, and will prove equally valuable in the garden. Clear yellow with an orange yellow center. \$1.50

Miss Rowena Thom (Southern California). A splendid new rose for cutting. Stems long and smooth and the buds and expanded blossoms are perfectly formed. A glowing carmine, with an orange suffusion..... \$1.00

Mrs. E. P. Thom (Southern California). Another yellow rose which is entirely distinct; a clear deep canary yellow without shading. The buds are of good shape, and develop into large full flowers..... \$1.00

Mrs. Lovell Swisher (Southern California). Long, pointed beautifully shaped buds of coppery salmon, opening to perfectly formed double, delightfully fragrant flowers of delicate salmon pink..... \$.75

President Herbert Hoover (New Jersey). The outstanding new rose on our list. A splendid combination of cerise pink, scarlet and orange yellow of dazzling beauty. Exquisitely fragrant and a remarkably free bloomer, on very long stems..... \$1.50

Talisman (Massachusetts). This has become one of the most popular cut flower roses on account of its unique coloring, which is quite changeable. The bud is golden yellow, with a pink suffusion; the half open flowers are golden at the base, old rose at the edges. The buds are well formed with gracefully curving petals..... \$1.50

Climbing Golden Emblem (Southern California). A vigorous climber with beautiful glossy, deep green foliage. It produces a profusion of its deep golden yellow flowers, even larger and finer than the bush form.... \$1.00

Climbing Rose Marie (California). The flowers are exactly like the increasingly popular bush variety; a beautiful shade of clear glowing rose pink \$.75



Mrs. Lovell Swisher

Climbing Los Angeles (Southern California). A beautiful new sport from the bush, with all the beauty of that famous variety in a vigorous climbing form. Luminous flame pink with a golden coral suffusion..... \$.75

\$12.00

You can buy this All American Eleven at a
 saving of \$2.50 until February 28.
 Collection price..... **\$9.50**

POPULAR COLLECTION

SAVE \$2.50

Collection Price **\$6.50**

Twelve roses of unquestionable merit. This collection will prove a source of joy and beauty in your garden. Plant them immediately and enjoy a rose garden this year.

- Constance.** A free flowering variety which bears attractive long buds, orange yellow streaked with crimson. As the blossoms develop they open into large golden yellow flowers. **\$.75**
- Golden Emblem.** Long shapely buds of rich yellow, with flames of crimson on the outer petals, opening to delightfully fragrant full, firm flowers. Foliage glossy green. **\$.75**
- Hadley.** A magnificent red rose. A strong vigorous grower, producing dark crimson-scarlet buds, on long stems. The flowers are large, full, and extremely fragrant. **\$.75**
- Hoosier Beauty.** Beautiful well shaped long buds, and large full, perfect flowers of an intense, rich, deep scarlet. Deliciously fragrant. The plant is of vigorous growth. Conceded to be one of the best roses of its color **\$.75**
- Los Angeles.** This is one of the finest roses ever produced. Produces a succession of long stemmed flowers of a luminous flame pink tinted with coral and shading to gold at the base of the petals. **\$.75**

- Mme. Jules Bouche.** A most reliable rose for bedding or cutting. White, slightly tinted with blush on the reverse of the petals. It is a strong grower, free flowering and the flowers are well shaped. **\$.75**
- Padre.** Most novel and attractive in coloring, with long petals of coppery scarlet flushed with yellow at the base, produced on long shoots. Growth strong and upright, and exceedingly free flowering. **\$.75**
- Radiance.** This is probably the world's most popular rose. Succeeds in any climate. It is a brilliant carmine pink. The buds are large, oval in shape, opening to very large, full flowers **\$.75**
- Rose Marie.** This is one of the most beautiful and satisfactory of all roses. It is beautifully shaped, and a most desirable shade of lively rose pink. A sturdy grower and free bloomer **\$.75**
- Souvenir de Claudius Pernet.** A rose of unusual beauty in form and coloring. Bright sunflower yellow, without markings. The stems are long and straight, and the plant is a good grower. **\$.75**
- Souvenir de Georges Pernet.** Flower large, of globular form, most beautiful when half open. Very double. Orient red shading to cochineal carmine, the whole being over-spread with a golden sheen. **\$.75**
- William F. Dreer.** This rose is like the Los Angeles in every way except coloring; rich in tones of pink, yellow, and orange, with the yellow predominating **\$.75**

\$9.00

Special collection price until February 28.

One of each of the above

twelve roses for **\$6.50**



POTTERY

Including all of our most attractive Italian, French, English and American potteries for home, and patio uses. Many foreign pieces priced far below actual cost.

LOCAL GLAZED POTS for patio and garden, while the present stock lasts

AT 20% DISCOUNT

GARDEN SEATS, Benches, Bird Baths, Urns and Vases

AT 20% DISCOUNT

Many fine **MARBLE PIECES**, originally priced very low **NOW REDUCED 10%**

EIGHT OUTSTANDING NOVELTY ROSES

SAVE \$3.00

Special Collection Price **\$10.50**

These are intensely beautiful and unusually satisfactory roses. Every connoisseur of fine roses will want this collection.

Duchess of Atholl. Beautiful buds and large cup-shaped flowers of unusual coloring; vivid bronze orange, flushed old rose. Considered by many to be far superior to the variety Angele Pernet, which it resembles in color, but is of more robust habit of growth **\$1.00**

Gladys Benskin. Large, long, pointed buds and high centered, full flowers. The color is very distinct, the reverse of the petals salmon cerise over golden yellow, with deep orange veining; inside bright rose, shaded deep orange. Richly fragrant..... **\$1.50**

Golden Gleam. A new yellow rose greatly resembling the Golden Emblem in color. The buds are longer, with prettily reflexed petals, produced on long smooth stems. The bush is a good grower, with glossy green healthy foliage **\$1.00**

Lady Barnby. Flowers of beautiful form, resembling the fine variety Mrs. Henry Bowles, but a different shade of clear rose-pink. A most excellent variety for cutting, beautiful in all stages of bloom. Fragrant and free flowering **\$1.50**

Lady Forteviot. A color which immediately attracts attention, orange yellow, flushed with apricot and cardinal red. The buds are large, and open to flowers of artistic formation; very lasting, with a delightful fruity fragrance. Vigorous in growth and a continuous bloomer **\$1.50**

McGredy's Scarlet. A rich, brilliant velvety scarlet. The petals are lightly washed deep crimson, with orange at the base. The buds are unusually long, and beautifully shaped, retaining their beauty from the tight bud stage until the petals are ready to drop. The stems are very long, with dark green, mildew-proof foliage..... **\$2.50**

Mrs. John Bell. A strikingly beautiful rose that is certain to become very popular. Vivid cochineal carmine, shaded lighter at the base. A most clear and beautiful color that does not fade. The buds are large, and shapely, opening to full double flowers; fragrant **\$2.00**

Wm. E. Nickerson. Extremely brilliant and glowing in color; orange scarlet with carmine suffusion. Large ovoid buds develop into full, high centered flowers. Very lasting, and moderately fragrant, carried on long stems. A fine sturdy grower, and profuse bloomer **\$2.50**

\$13.50

Special collection price until February 28th.
One each of the eight
above roses..... **\$10.50**

SHRUBBERY—OVER 225 VARIETIES

All shrubs in one-gallon containers at 50% discount, or more. Many varieties at 15c and 25c each. Excellent shrubs in 5 gallon containers at 50c 75c and \$1.00 each.

Buddleia (Summer Lilac). **NOW 15c EACH**

Cotoneaster. Several species. **NOW 15c EACH**

Duranta. A beautiful blue-flowering shrub. **NOW 25c EACH**

Escallonia. Pink flowering. **NOW 20c EACH**

Euonymus. Green or golden, fine for borders, hedges or specimen shrubs. **NOW 15c EACH**

Hibiscus. A variety of choice colors.
AT 50% DISCOUNT

FINE FIELD GROWN, BALLED SPECIMENS

These are superior in every way to those grown in cans.

Abelia. 18 to 20 inches in height. **NOW 75c EACH**
Diosma (Breath of Heaven). Formerly \$1.50.

NOW \$1.00 EACH

Veronica Lobeloides (Blue). **NOW 75c EACH**

FIELD GROWN, BOXED SHRUBS

Large and well shaped.

Callistemon Speciosa (Red Bottle Brush). In 14 inch boxes, were \$4.50. **NOW \$2.25**

Duranta. 12 inch boxes, were \$3.50. **NOW \$1.25**

Pittosporum Tobira. 14 inch boxes, were \$4.50. **NOW \$2.00**

Hibiscus. Large plants, were \$3.50. **NOW \$1.75**

Arbor-Vitae. Beautifully grown specimens in many sizes. **DRASTICALLY REDUCED**

PERENNIAL FLOWERING PLANTS

Superior sturdy plants, pot grown, and this is the best time for planting them:

Japanese Anemones. Pink, white and red. Regular 35c each, \$3.50 per dozen. **NOW 33 1/3% OFF**

Aquilegia (Columbine). Lovely hybrids. Regular \$1.50 per dozen, \$10.00 per hundred. **NOW 50% OFF**

Campanula (Canterbury Bells). Blue, pink, white and lilac. Regular \$1.00 per dozen, \$7.50 per 100. **NOW 50% OFF**

Digitalis (Foxglove). Various colors. Regular \$1.00 per dozen, \$7.50 per 100. **NOW 50% OFF**

Gaillardia Grandiflora. Mixed. Regular \$1.50 per dozen, \$10.00 per 100. **NOW 50% OFF**

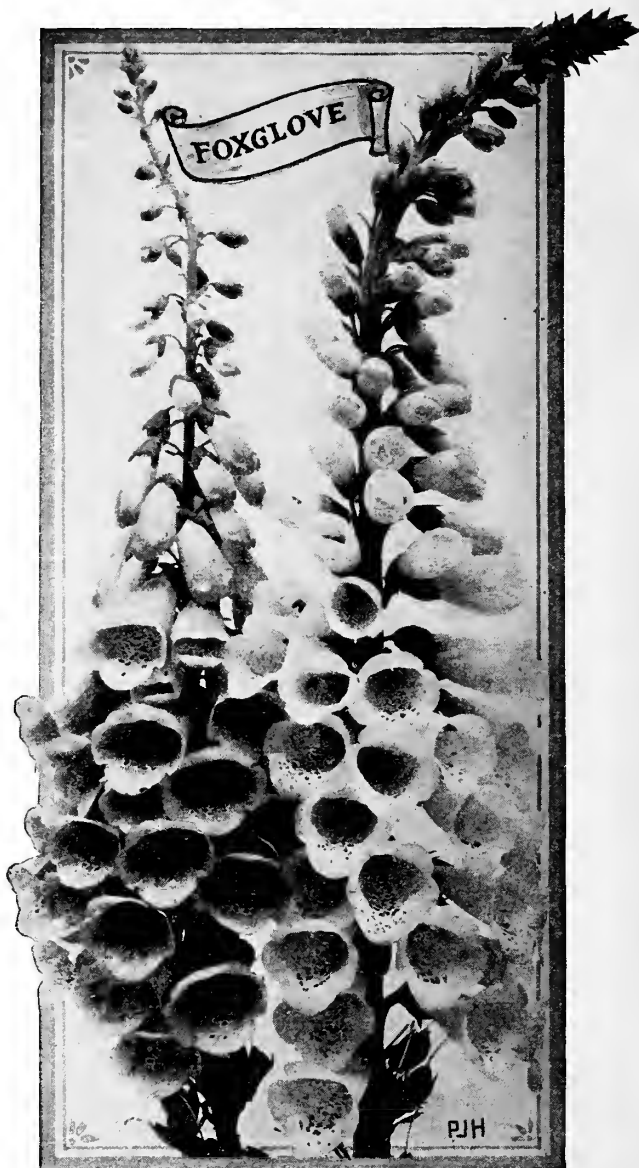
Geum. Red or yellow. 4" pots. Regular \$2.50 per dozen, \$18.00 per 100. **NOW 50% OFF**

Hollyhocks. Double varieties. Large 4" pots. Regular \$2.50 per dozen, \$18.00 per 100. **NOW 50% OFF**

Myosotis (Forget-Me-Not). Deep Blue. Regular \$1.50 per dozen, \$10.00 per 100. **NOW 33 1/3% OFF**



Geum



Pentstemon. Sensation mixed. Regular \$1.50 per dozen, \$10.00 per 100. **NOW 50% OFF**

Primula. Various lovely primroses. Beautiful plants. Regular \$1.50 per dozen, \$10.00 per 100. **NOW 33 1/3% OFF**

Iris. Beautiful German Iris in many unusual colors. Regular \$1.50 per dozen, \$10.00 per 100. **NOW 33 1/3% OFF**

Cannas. Handsome varieties. Large clump in gallon cans. Regular 35c each, \$3.50 per dozen. **NOW 50% OFF**

READJUSTMENT SALE ENDS FEBRUARY 28

FINE SPECIMEN TREES

All of our fine specimen trees in large boxes are included in this great sale. This is a wonderful opportunity to obtain large trees at prices all can afford.

Cocos Plumosa Palms 33 1/3 % Discount.

\$ 7.50 trees	NOW \$ 5.00
\$ 10.00 trees	NOW 6.67
\$150.00 trees	NOW 100.00

Monterey Pines (*Pinus insignis*). Specimens in many sizes—

One specimen, formerly \$175.00	NOW \$110.00
One specimen, formerly \$125.00	NOW \$ 85.00
\$ 50.00 trees	NOW \$ 25.00
\$ 35.00 trees	NOW 17.50
\$ 1.50 to \$3.50 trees	NOW 50 % OFF

Other prices reduced in like manner.

Cedrus Deodara. The beautiful Himalayan Cedar.

Trees that were \$35.00	NOW \$20.00
Trees that were \$110.00	NOW \$75.00
Other sizes from \$2.50 to \$150.00	NOW 33 1/3 % OFF

Oriental Sycamores. Large shapely trees, for immediate shade.

Were \$125.00	NOW \$50.00
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California Sycamores. Large, picturesque trees. Regular \$45.00, \$75.00, \$90.00 and \$110.00.

NOW 50 % OFF

Oaks. The California Live Oak.

Two fine trees, were \$125.00.	NOW \$90.00
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White Birch. One of the most beautiful of all trees. A fine selection of large specimens, \$25.00, \$35.00, \$50.00, \$90.00, \$135.00 and \$500.00 trees.

NOW 50 % OFF

Pepper Trees. Thrifty specimens in 16" boxes.

Formerly \$7.50	REDUCED 20 %
Trees in 5 gallon containers, were \$2.00	NOW \$1.00

Camellia. Valuable large trees of this scarce and beautiful flowering subject. A rare opportunity to purchase them

AT 50 % DISCOUNT

Italian Cypress. All trees, from 50c to \$50.00

AT 50 % DISCOUNT



Cedrus deodara

PLANTING TIME IS HERE

Roses, Fruit Trees, Ornamental Trees and Shrubs, Flowering Plants, Gladiolus Bulbs, Flower and Vegetable Seeds—all can be planted now. All gardens, large or small, should be prepared now for planting. Spade the soil over, add fertilizer, and peat if the soil is of poor texture, and prepare large holes for fruit trees.

IMPORTANT NOTICE

During this sale **UNIVERSAL REDUCTIONS** obtain. These pages contain only a few samples. Space does not permit us to itemize the hundreds and hundreds of items in our regular stock now drastically reduced.

READJUSTMENT SALE ENDS FEBRUARY 28

FRUIT TREES

Deciduous Trees, such as Apples, Peaches, Figs, etc., regularly 75c each, \$6.50 for 10

NOW AT 10% DISCOUNT

Oranges, Lemons, Grapefruit, regularly \$2.50

NOW \$2.25

A special lot of Washington Navel and Valencia Oranges, extra special at 95c each.

AVOCADOS

Boxed Trees, many of bearing size. Two bearing trees that were \$125.00

NOW \$50.00

Nice specimens in 16" boxes, priced at \$10.00 and \$12.50 each **REDUCED TO \$5.00 AND \$6.25**

Tub specimens, formerly \$5.00 and \$7.50

NOW \$2.50 AND \$3.50

BULBS

Every garden can now be filled with these lovely spring and summer flowering bulbs.

Anemones and Ranunculus. Large size

NOW 25c DOZEN, \$1.25 PER 100

Freesias. Lovely colored freesias

NOW 15c PER DOZEN, \$1.00 PER 100

Ixias.

NOW 15c PER DOZEN, \$1.00 PER 100

Spanish Iris. Most graceful, rivaling orchids in beauty.

NOW 50c PER DOZEN, \$3.50 PER 100

Baby Gladiolus. Very early flowering.

NOW 25c PER DOZEN, \$1.50 PER 100

Narcissus, Daffodils, and Jonquils. A grand mixture of these most charming of spring flowers, including varieties that regularly sell for \$3.50 per dozen.

NOW 50c PER DOZEN, \$2.50 PER 100

Tulips. A mixture of the best named varieties in a wide range of colors

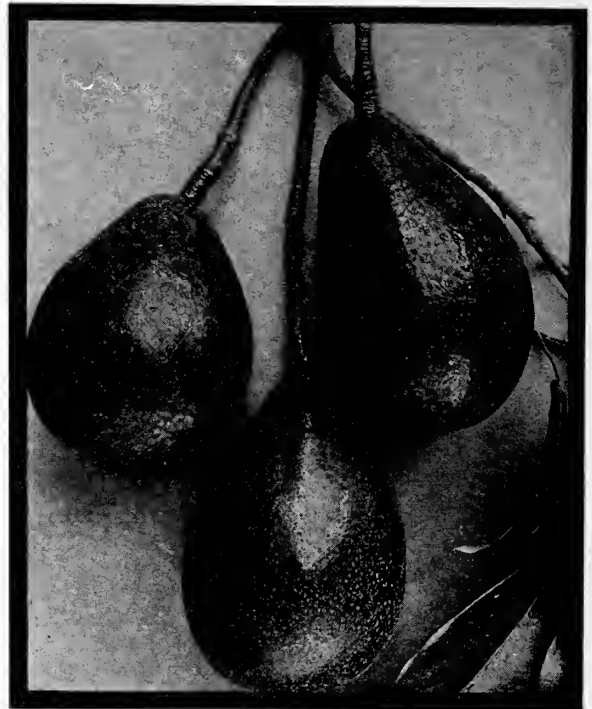
NOW 35c PER DOZEN, \$1.50 PER 100

Gladiolus. Large flowering varieties

AT 20% DISCOUNT

Mixed gladiolus

NOW 25c PER DOZEN, \$1.50 PER 100



ANNUAL BEDDING PLANTS

All in 2 1/4 inch pots. Extra strong plants.

Stocks and Snapdragons. Separate colors. Regularly 75c per dozen, \$5.00 per 100.

NOW 50% OFF

Calendulas. Orange and lemon. Regular 75c per dozen, \$5.00 per 100.

NOW 50% OFF

Cineraria. The finest hybrids. Regular \$1.50 per dozen, \$10.00 per 100.

NOW 33 1/3% OFF

Schizanthus Hybrids (Butterfly Flower). Regular 75c per dozen, \$5.00 per 100.

NOW 33 1/3% OFF

Godetia. Separate colors. Regularly 75c per dozen, \$5.00 per 100.

NOW 50% OFF

Larkspur. Separate colors. Regular 75c per dozen, \$5.00 per 100.

NOW 50% OFF

PASSED BY STATE INSPECTION AUTHORITIES

Remember all nursery stocks in both our Los Angeles and Chatsworth grounds have been inspected by the State Agricultural Commissioner, and determined free from injurious pests, and shipment is permitted without restrictions in California or other parts of the United States.

PAUL J. HOWARD'S Horticultural Establishment

250 South La Brea Avenue
LOS ANGELES, CALIF.

READJUSTMENT SALE ENDS FEBRUARY 28

CLIMBING ROSES

Albertine. The bud is large, ovoid and dark vermilion in color, opening to a large cup shaped flower, coppery chamois inside, bright coppery salmon-pink outside. Borne usually in clusters on good stems. Of very fibrous growth with rich green foliage.

Price \$1.00 Each

Auguste Kordes. Sport of La Fayette. Very similar to Paul's Scarlet Climber, but a perpetual bloomer. Light glowing scarlet in color.

Price \$1.50 Each

Belle of Portugal. A new climber of extremely rapid growth, and beautiful foliage. Produces very large flowers of a delicate pink, shaded salmon. Beautifully shaped and borne in great profusion from January to June. Fine for fences or arbors.

Price 75c Each

Billy Boiler. An Australian production of great merit. It makes strong, upright shoots of good length which are always crowded with buds and semi-double open flowers of rich dazzling red. It produces a wonderful effect in the garden, and the flowers are lasting when cut.

Price \$1.50 Each

Black Boy. A fine red climber originating in Australia. The vigorous growing vine produces large, double roses of a very deep velvety crimson, with blackish shadings; the stems are very long, fine for cutting. Very fragrant.

Price \$1.50 Each

Bonfire. Double flowers, of dazzling scarlet are borne in large elongated clusters of 20 to 25 blooms. A very vigorous grower.

Price \$1.50 Each

Chaplin's Pink Climber. A cross between Paul's Scarlet Climber and American Pillar, it inherits the best qualities of each. The flowers, borne in clusters of 8 to 12, are large, semi-double and flat, extremely lasting, clear soft pink with golden yellow stamens. It is a vigorous grower, with abundant, healthy foliage.

Price \$1.50 Each

Cherokee. A rapid climber, with bright shining green foliage, and large, waxy single flowers. White, pink or red.

Price 75c Each

Cl. Cecile Brunner. This well-known variety needs very little description. Its dainty little flowers of perfect form are produced in graceful sprays. Color is a soft rosy-pink on creamy white ground. Heavy foliage. Thrifty climber.

Price 75c Each

Cl. Gen. McArthur. The flowers are the same rich red as in the bush; a satisfactory climber.

Price 75c Each

Cl. Golden Emblem. A most valuable addition to our list of climbers. It is a vigorous climber, and produces a profusion of its beautiful deep golden yellow flowers, even larger and finer than the bush form.

Price \$1.00 Each

Cl. Hadley. One of the most beautiful deep red climbers. Flowers are identical with the bush variety, coming on very long stems.

Price 75c Each

Cl. Hoosier Beauty. The Climber is the counterpart of the bush Hoosier Beauty. Splendid clean foliage and heavy bloomer. The rich velvety crimson is vivid and lasting. Long stems.

Price 75c Each

Cl. Irish Fireflame. This makes an extremely beautiful climber. The foliage is very shiny and bronzy. The flowers are the same as in the bush variety.

Price 75c Each

Cl. Kaiserin A. Victoria. One of the best white climbers.

Price 75c Each

Cl. Lady Ashtown. One of the best of all climbing Tea varieties. Produces immense quantities of large, soft, rose colored flowers continuously throughout the season. It has a lovely shaped bud.

Price \$1.00 Each

Cl. Los Angeles. A beautiful new sport from the bush, with all the beauty of that famous variety in a vigorous climbing form. Luminous flame pink with a golden coral suffusion.

Price 75c Each

Cl. Mme. Edouard Herriot. The climbing form of this most popular brilliant rose, is a very showy thing. Free blooming.

Price 75c Each

Cl. Ophelia. The flowers of this splendid climber are larger than in the bush form.

Price 75c Each

Cl. Radiance. Radiance is one of the most popular roses grown, because it succeeds everywhere. The flowers in the climbing form are identical to those of the bush.

Price \$1.00 Each

Cl. Red Radiance. A vigorous climber, same as Radiance except in color.

Price \$1.00 Each

Cl. Rose Marie. This is probably the most valuable addition to our list of climbers made in recent years. The flowers are exactly like the well known and increasingly popular bush variety, and are a beautiful shade of clear, glowing rose pink. The shape of the flower is ideal and the stems are good, making it very valuable for cutting.

Price 75c Each

Cl. Souv. de H. A. Verschuren. An improved Sunburst. Rich orange yellow, large and full.

Price \$1.00 Each

Cl. Sunburst. Flowers a rich yellow, with orange-yellow center. Rose of vigorous growth with good foliage.

Price 75c Each

Everest. One of the largest white roses yet produced. The growth is upright and vigorous with few thorns. It makes a grand pillar rose. The immense white blooms are perfectly shaped with large firm petals, and a high conical center. Free blooming.

Price \$1.00 Each

Gold of Ophir or Beauty of Glazenwood. Apricot-yellow suffused with coppery red; rapid grower, free from disease. Blooms abundantly in the spring.

Price 75c Each

Gwen Nash. Large semi-double flowers, cyclamen-pink with a white zone in the center, borne in clusters on long stems. Vigorous in growth, and free blooming.

Price \$1.00 Each

Kittie Kininmonth. A vigorous Australian climber with large buds, and very large cup shaped flowers of an attractive bright fadeless pink.

Price \$1.00 Each

Miss Marion Manifold. Another Australian rose, and like most of the others from there, is a very strong climber. The flowers are a brilliant crimson. One of the best of all red climbers.

Price \$1.00 Each

Mmc. Gregoire Stachelin. A hybrid of Chateau de Clos Vougeot and Frau Karl Druschki in growth, with long pointed buds and huge flowers of pearl pink, with splashes of carmine. Richly perfumed, and the flowers are produced on long stems.

Price \$1.50 Each

Mme. Jenny. Pretty cup-shaped blossoms, about 2½ inches across, full and double are produced in clusters of from 5 to 7. These clusters make a profuse display of satiny rose color. A vigorous climber, with disease resistant foliage.

Price \$1.00 Each

Paul's Scarlet Climber. Without doubt this is one of the best new climbing roses introduced. It cannot be excelled for brilliancy of color, which is vivid scarlet. Flowers are of medium size, semi-double, very freely produced in large clusters, the plants being literally covered with flowers. Of strong climbing habit and perfectly hardy.

Price 75c Each

Phyllis Bide. Small, prettily formed blossoms, pale gold at the base and shaded a delicate carmine pink toward the edges, are borne in long loose clusters. Blooms freely throughout the year. Of vigorous habit and mildew proof.

Price \$1.00 Each

Primrose. A rose which resembles the Ramblers, but is yellow in color. The flowers are full and double, medium sized and borne in clusters. Foliage glossy and abundant, mildew proof. A vigorous climber.

Price \$1.00 Each

Silver Moon. Beautiful semi-double flowers, pure white in color; petals of great substance, beautifully cupped. The large bunch of yellow stamens in the center adds to its attractiveness.

Price 75c Each

Solarium. A Rambler, like Hiawatha, but larger and better color, a very lasting vermilion-red, in cluster of 30 small flowers.

Price \$1.00 Each

Souv. de Claudius Denoyel. Buds very large, long and pointed opening to huge cup shaped flowers of brilliant velvety red tinted with vermilion. Produced on long stems throughout the year. A vigorous climber.

Price \$1.00 Each

Thelma. A rose of rare color for a climber. It is a rich coral pink with a slight crimson suffusion as the flowers age. They are large, semi-double in clusters, and last in bloom for two weeks. Really a wonderful climber.

Price \$1.50 Each

CHOICE PERENNIALS for WINTER PLANTING

New Carnations

FOR garden culture these highly improved carnations are unexcelled in fragrance, color, size and form. Our list embraces a complete range of colors, each is the outstanding variety of its color. These are well established pot plants.

Betty Lou. Rich deep rose in color. An improved Mrs. Ward.

Price 20c each, \$2.00 per dozen, \$15.00 per 100.

Early Dawn. A most unusual carnation by way of color. It is an apricot yellow, variegated with orange and red.

Price 25c each, \$2.50 per dozen, \$18.00 per 100.

Eldora. A prettily variegated variety. The petals are pure white, daintily penciled with scarlet.

Price 20c each, \$2.00 per dozen, \$15.00 per 100.

Laddie. An unusually fine variety. The flowers are phenomenal in size and have stems of great length and stiffness. The color is a soft salmon pink.

Price 25c each, \$2.50 per dozen, \$20.00 per 100.

Maine Sunshine. The best of the yellow carnations. The plant is a vigorous grower after it is once rooted. The flowers are large, pure lemon yellow, and come on long stems.

Price 25c each, \$2.50 per dozen, \$20.00 per 100.

Red Laddie. A gorgeous novelty, which is a sport of the favorite "Laddie." In color it is a rich salmon red. In size it is equally as huge as "Laddie."

Price 25c each, \$2.50 per dozen, \$20.00 per 100.

Royal Purple. A large carnation of a rich rosy mauve color, a shade that blends well and is unusually beautiful under artificial light.

Price 20c each, \$2.00 per dozen, \$15.00 per 100.

Spectrum. A rich glowing scarlet unmatched for size and fragrance.

Price 20c each, \$2.00 per dozen, \$15.00 per 100.

White Ward. A carnation of fine form, with beautifully fringed petals.

Price 20c each, \$2.00 per dozen, \$15.00 per 100.

Woburn. Rich deep maroon red. Extremely fragrant.

Price 25c each, \$2.50 per dozen, \$18.00 per 100.

Collection, 2 each of the above splendid novelties (20 plants) for \$4.00, 5 each of the 10 varieties (50 plants) \$8.50.



Carnations

THE popular florist's varieties in this group are admirably adapted to garden culture, and will produce large flowers with exquisite fragrance.

Dr. Choate. Bright scarlet.

Mrs. Ward. Rose-pink.

Fair Maid. Flesh pink.

White Fair Maid. Pure white.

Roosevelt. Rich deep crimson, intensely fragrant.

Price 15c each, \$1.50 per dozen, \$10.00 per 100.

Hardy Perennial Phlox

FOR enchanting fragrance and bright lasting color in your garden, nothing surpasses them. Blooming as they do from late spring to early fall, these hardy perennials bring a greater amount of lasting joy to the lover of color gardens than any other flower. They are striking in masses, especially against a shrubby background or in the open surrounded by a green lawn. Always plant some white ones to accentuate the brilliance of the other colors.

Plant them either in partial shade or full sun, (flowers will be brighter in the sun) in any good garden soil. While they will thrive in ordinary soil where the drainage is good, they respond wonderfully to good treatment and will repay the planter for a little extra care in preparing a rich loam before planting.

Flowerland Special Collection

Price 25c each, \$2.50 per dozen, \$18.00 per 100

Albion. Large panicles of pure white flowers, with faint aniline red eyes. Height 2 feet.

Bacchante. Tyrian rose, with crimson eye. Height 2 feet.

Bridesmaid. Very beautiful. Pure white with distinct crimson eye. Height 18 inches.

Crepuscle. Shading from a deep crimson center through rose lilac to a white edge. Height 2 feet.

Eclaireur. Brilliant rosy magenta, with large lighter halo. Height 2½ feet.

Elizabeth Campbell. The well known but always scarce variety. Bright rose pink, with lighter shadings and a dark red eye. One of the best varieties yet introduced. Height 18 inches.

Gen. Von Diadem. One of the most brilliant. Immense dark salmon scarlet trusses. Height 2 feet.

Louise Abbema. Very large; white, tinged with rose. Height 18 inches.

La Vague. Pure mauve with aniline red eye. Height 2 feet.

Leo Schlageter. A beautifully brilliant novelty. Light carmine-scarlet, with orange reflex.

Mrs. Jenkins. The best tall pure white varieties. Height 2½ feet.

Pantheon. Beautiful bright rose pink, with dark eye.

Rheinlander. A pleasing salmon pink, with very large flowers. Height 18 inches.

Rynstrom. Immense trusses of large sized florets. Dark salmon rose. Height 18 inches.

Selma. A clear bright rose, with distinct crimson eye. Huge trusses of flowers. Height 2 feet.

Wanadis. A beautiful variety of unique coloring. Delicate lilac, with bluish purple center. Height 18 inches.

Collection of one each of the above lovely Phlox
(16 different colors) \$3.25

Bleeding Heart

(*Dielytra spectabilis*)

An old fashioned perennial, which may be grown to flower in pots, or in the garden in shady positions. It usually will bloom for Valentine's Day, and for several weeks thereafter.

Strong roots, 50c each, \$5.00 per dozen.

We will supply them later in January and February in large pots at 75c and \$1.00 each.

Primroses

The Primulas, or Primroses are very desirable for planting in shady beds, and supply a wide variety of color to these otherwise colorless spots. They are all easily grown, and free-flowering.

Primula auricula. This is almost a continuous bloomer and is an extremely beautiful thing. The flowers are large, and come on long stems, many flowers in a cluster. The colors are distinct and different, ranging from the richest coppers and bronze through rose, pink, lavender, violet and bright yellow, all having a contrasting ring, or eye in the center. Delightfully fragrant.

Price 25c each, \$2.50 per dozen.

Primula chinensis. This beautiful Chinese Primrose is a favorite for winter and spring blooming. May be grown as a pot plant or in the shady outdoor bed. The flowers are produced in large trusses in a wide range of pink, rose and deep red shades. We have an especially fine strain with large, ruffled-edged flowers.

Price, in 4 inch pots, 35c each, \$3.50 per dozen.

Primula kewensis. A comparatively new primrose, with clear bright yellow blossoms in large clusters, on tall stems.

Price 20c each, \$2.00 per dozen.

Primula malacoides. This is really an annual primrose, but it blooms continuously throughout winter, spring, and early summer, and seeds itself to come up and bloom again the following season. It has feathery lilac-pink blossoms, and is very attractive mixed in with the larger flowered types, or with cinerarias.

Price 15c each, \$1.50 per dozen, \$10.00 per 100.

Primula obconica. This blooms continuously throughout the early spring, and into summer and has beautiful rose-colored flowers. This is the variety most generally grown for pot plants.

Price 20c each, \$2.00 per dozen, in 3 inch pots.

Primula veris. (Polyanthus). The old English Cowslip. Our strain of these fine primroses is greatly improved and includes a wide variety of colors in yellow, red, and intermediate shades.

Price 15c each, \$1.50 per dozen, in 2½ inch pots.



SUBTROPICAL FRUITS

Cherimoya

(Annona cherimola)

The Cherimoya is a delicious fruit, heart shaped with rough, green surface. The flesh, in which are imbedded several smooth black seeds, has a custard-like consistency, and a sprightly sub-acid, distinctive flavor. The tree will not stand severe frost.

Budded trees, boxed,

Price \$4.50 each.

Feijoa

(Feijoa sellowiana)

PINEAPPLE GUAVA

A large shrub, 10 to 15 feet high, with attractive glossy dark green foliage, silvery on the under surface. It bears prolifically oval fruits, about three inches long, with a green skin, and very delicious flesh. The flavor is best described as a mixture of the pineapple, banana and raspberry. Excellent for eating fresh, and makes a delightful preserve, or jelly.

The bush is quite hardy throughout Southern California.

Balled plants, grafted, Price \$2.50 each.

Mango

(Mangifera indica)

There are many locations in Southern California where the Mango will succeed admirably. While the trees do not grow as robustly, or attain the size that they do in the tropics, they bear when they are quite small, and on many trees already bearing here, the fruit is of excellent quality.

Seedling trees from seed of Indian varieties bear very high quality fruit and are stronger growing than budded or grafted plants.

Price, boxed trees, \$5.00 each.

Guava

(Psidium cattleianum)

STRAWBERRY GUAVA

A vigorous evergreen shrub, standing sharp frosts unharmed, having handsome dark glossy green leaves. A fine plant for ornamental and hedge uses, as well as for quantities of luscious red sub-acid fruits, about the size of a huge cherry. This fruit is excellent for table use, as well as for making jelly.

Price, 1 gallon containers, 50c each,

Larger sizes, \$1.50 to \$3.50 each.

YELLOW STRAWBERRY GUAVA

Similar to the above, but with fruit of greenish yellow color, larger size, and milder flavor. Prices the same as for the red guava.

LEMON GUAVA
(*Psidium guajava*)

The fruit of this is large, pear shaped, yellowish green in color, quite strongly acid and with a distinctive musky flavor. It makes one of the finest jellies known. The plant is more tender than the strawberry guava and should be planted in comparatively frost-free locations.

Price, in one gallon containers, 75c each.

Larger, \$1.50 each.

Loquat

(*Eriobotrya japonica*)

This evergreen tree is an ornament to any garden with its large, dark green leathery leaves and shapely top.

The fruit is raised commercially in California and is particularly valuable because it is the first to ripen of the spring fruits. The budded varieties bear large handsome deep yellow fruits, in clusters, and have sweet juicy flesh, of a delightful flavor. We have four fine varieties.

Price, strong trees, \$3.50 each

Natal Plum

(*Carissa grandiflora*)

A very attractive evergreen shrub with dark green leaves and large fragrant jasmine-like flowers. It makes an admirable hedge. The bright crimson fruits, which are about the size of the largest olives, have a flavor quite like the cranberry, but sweeter, and without the strong, bitter flavor. They make an excellent sauce.

Price, strong plants, 75c each.

Larger specimens, \$2.00 and \$3.50 each.

White Sapota

(*Casimiroa edulis*)

A handsome evergreen tree almost as hardy as the orange, of quick growth, with glossy deep green leaves. The fruit of this select budded variety is most delicious, somewhat the consistency of the avocado, and a rich, sweet aromatic and pleasing flavor. It also makes a delightful salad fruit.

Boxed trees, Wilson variety, Price \$5.00 and \$6.50.

Papaya

(*Carica papaya*)

The melon-fruit of the tropics. The plants grow very rapidly and have large palm-like foliage, crowning the tall unbranched trunk. The fruit is borne beneath the foliage attached to the trunk, and is very large, melon shaped, with the delicious flavor of the cantaloupe. The plant is very tender, and not adapted to general planting, but there are favored locations where it will succeed in Southern California. We have large boxed or potted plants from seed of the best Hawaiian variety.

Price, \$1.50 each, Large specimens \$5.00.

Passion Fruit

(*Passiflora edulis*)

GRANADILLA

A handsome tropical vine, with beautiful glossy foliage, and curiously formed, attractive blossoms. The fruit is about the size and shape of an egg, with a hard shell, deep purple in color, filled with delicious, fragrant, aromatic and pleasingly acid pulp, which may be scooped from the shell with a spoon and eaten fresh, or prepared in many ways. This fruit has great commercial possibilities.

Price, in one gallon containers, \$1.00 each.

CITRUS FRUITS

Our citrus trees are grown with the utmost care from selected budwood from performance record trees.

Lemons

Eureka. The leading variety. Practically everbearing.

Lisbon. Fruit very handsome, of fine quality.

Villa Franca. Trees of spreading habit. Fruit excellent.

Price, strong 2 year old trees, \$2.50 each.

Limes

Bearss Seedless (Tahiti). A large yellow lime. Very juicy and highly flavored.

Mexican. The most popular variety. Small greenish, very acid fruits.

Rangpur. The fruit resembles a tangerine, but is extremely acid, and highly flavored. Makes a beautiful colored, delicious beverage.

Sweet Lime. A large fruit, with the lime flavor but very little acid.

Price, strong trees, \$3.50 each.

Kumquats

Very ornamental small trees, with small olive-shaped oranges, valuable for preserves.

Price, strong trees, \$3.00 each

Grapefruit (Pomelo)

Marsh Seedless. The best variety. Planted throughout California and Arizona.

Price, strong 2 year old trees, \$2.50 each.

Oranges

Ruby Blood. A medium sized, rich juicy fruit. The skin and flesh are mottled with red.

Valencia. The late summer orange. Ripens June to October.

Washington Navel. The most popular orange in California. Ripens December to May.

Price, strong 2 year old trees, \$2.50 each.

Satsuma. The hardiest orange. Fruit large, deep orange in color, of fine quality. November to April.

Tangerines

Algerian. A valuable early ripening variety. December to March.

Dancy. The leading commercial variety; large fruit flattened at the end. February to May.

King Mandarin. A very large variety, with thick, roughened peel, loosely adhering to the flesh which is of delightful flavor. March to August.

Willow-leaved Mandarin. In addition to bearing heavily fruits of very rich, juicy quality, this tree is also very desirable as an ornament.

Price, large 2 year old, \$3.00 each

AVOCADOS

For practically every section of Southern California excepting regions of extreme heat or cold, there are one or more varieties of this valuable fruit which can be grown. The Avocado makes a very ornamental tree and is admirably adapted to home planting.

While the Avocados must have a goodly amount of moisture, they thrive best in soils where there is good drainage. In orchard plantings the trees should be set from 30 to 40 feet apart, each way, thus allowing for full development of the trees.

Avocado trees are of two distinct types. The trees bearing the thin-skinned fruit are the hardier and can better endure the extremes of heat and cold than the thick-skinned varieties, which should be planted in latitudes suitable for the growth of lemons.

THICK SKINNED VARIETIES

Anaheim. The fruit of this variety is uniform, oval in shape, with a glossy green, pebbled skin. 18 to 24 ounces in weight. A fine fruit both for commercial and home plantings. Tree is rather slender in growth, requiring less space than most varieties. June to September.

Benik. A recent introduction from Guatemala which merits wide planting for trial purposes. The fruit is large, pear-shape; purple-maroon; flesh quite rich and buttery. Seed small. Ripens from May to August.

Dickinson. Weight 9 to 16 ounces. Shape oval. Dark purple skin, very thick. Very heavy bearer. Not as hardy as some other Guatemalan varieties. June to October.

Dutton. A new variety, rapidly gaining favor. Pear shaped, weighing about 16 ounces; rough dark purple skin. Flesh of very rich flavor. Vigorous grower and heavy bearer. Nearly as hardy as Fuerte. February to April.

Fuerte. Fruit pear-shaped, dull green in color and matures at an exceedingly good time, January to March. Weighs from ten to sixteen ounces and has a medium-sized seed. Shows as high as 30% fat or oil; is one of the highest in this respect yet tested. This, together with its many other good qualities, gives it rank as one of the best thick-skinned varieties.

Ishim. Like Fuerte, this is considered to be a hybrid between Guatemalan and Mexican strains and is probably hardier than most thick-skinned varieties. Fruits pear shaped, 10 to 12 oz. in weight. Skin smooth, glossy purple, and thinner than the Guatemalan strains. A very promising variety. December to February.

Lyon. A valuable tree for planting on smaller grounds as the tree is of slender habit. Bears early and is prolific. Fruit large, with a rough green skin, and of very fine flavor. April to July. Price \$1.00 per tree higher than for other varieties.

Mayapan. Recently introduced by the Department of Agriculture. Tree is tall and slender. Fruit is nearly round, about 16 ounces in weight. Skin thick, brownish purple in color. Flesh of fine quality. Valuable because of its early and heavy bearing. May to August.

Nabal. This is a new avocado with a large round fruit weighing from 16 to 20 ounces. The skin is green, slightly pebbled; flesh of high quality, with rather a small seed. Ripens from June to July.

Panchoy. One of the largest fruiting varieties we have, averaging two pounds in weight, with a small seed. Pear-shaped, with rough, green skin. Quality good. The tree is very ornamental, and comes into bearing early. June to August.

Prince. A large fruited variety, ripening at a time when Avocados are scarce. Weight 12 to 20 ounces, with a very small seed. Flesh of high quality. December to March.

Queen. This has always been in favor because of its large size and high quality. Fruit 1½ to 2 pounds in weight, purplish maroon in color, pear-shaped, with a rough skin. March to October.

THIN SKINNED VARIETIES

Caliente. A hardy variety with thin skin of purple color. This variety seems well adapted to a wide range of planting. The fruit has the advantage of ripening off the tree if picked before fully ripe. It is of medium size, ripens September to October.

Duke. A very hardy tree bearing oval green skinned fruits; fine for local markets and home use. A very reliable bearer. October and November.

Ganter. Of vigorous growth, with large rounded top and a prolific bearer. Fruit of the thin-skinned variety, oval to oblong in shape, measuring from 3½ to 4½ inches in length, and 2½ to 3½ inches in diameter; greenish in color. Excellent flavor and quality. Parent tree located at Whittier, California. Fruits from September to December.

Northrup. Pear-shaped fruit, weighing from 6 to 10 ounces; of fine texture, rich and buttery. Good keeper. Bears two crops, one from October to December, and a lighter one from April to June.

Puebla. Obovate fruit of purplish color—skin smooth and medium thick. Flesh rich with a high percentage of fat. This variety is prolific and bears when young.

Prices on Avocados range from \$3.00 to \$12.50 each
According to Size

DECIDUOUS FRUITS

We have selected varieties of fruits and berries which are most reliable for home garden and small orchard planting, and our trees are extra large, with vigorous root systems. We will be pleased to advise you which kinds are best for your particular location.

Apples

75c each; \$6.50 for 10

The following varieties of apples can be successfully raised in the coastal region of Southern California:

Delicious. A highly flavored, beautifully colored red apple, splashed with yellow.

Red Astrachan. A very early variety, juicy, rich, and quite acid. Fine for eating and cooking.

Transcendent Crab. A heavy bearing crab apple of sprightly, sub-acid flavor, fine for preserving and jelly.

Winter Banana. One of the best for Southern California conditions. Skin yellow, tinted with rose; flesh crisp, and highly flavored.

White Winter Pearmain. A high quality, crisp, late ripening variety.

Yellow Bellflower. Good eating and cooking apple; heavy bearer.

Almonds

75c each; \$6.50 for 10

Almonds bear best when two or three trees of different varieties are planted together.

I. X. L. Soft-shell medium sized with plump kernel.

Nonpareil. Regular bearer of good crops. Nuts of very high quality.

Texas Prolific. A very heavy bearer of fine quality, soft-shelled nuts.

Apricots

75c each; \$6.50 for 10

One of the best fruit trees for garden planting.

Royal. The most widely planted variety, popular because of its richly flavored, highly colored fruit. A heavy and regular bearer. Ripens in June.

Newcastle. A very early variety, ripening in May. Fruit light yellow, of good quality.

Moorpark. Large fruit of very high quality, ripening in July.

Cherries

75c each; \$6.50 for 10

While not suitable for general planting there are many places where cherries are successfully grown in Southern California.

Bing. Very large red cherry, fine for eating fresh or canning.

Black Tartarian. Dark colored fruit with a very rich flavor.

Morello. This is a rich flavored, sour cherry, and succeeds in most sections of Southern California.

Royal Anne. Large, white cherry, with red cheek.

Figs

Large trees, 75c each, \$6.50 for 10

Figs can be easily raised in almost any section, and are a very valuable fruit for the backyard or orchard.

Black Mission. The leading black variety, fine for eating fresh, canning, or drying.

Brown Turkey. A very large, purplish brown fig with red flesh. This is sold extensively on the market, and brings a good price. It is very satisfactory because it is a heavy and certain bearer.

Brunswick. A very fine fig, light brown, medium sized, and rich flavored. Valuable for its early crop.

Kadota. The most popular white fig with pale amber flesh, very rich and sweet.

White Adriatic. Large green fig with rich flavored, red flesh.

White Genoa. Large, pear-shaped white fig, with finely textured amber pulp. Bears large crops.

Nectarines

75c each; \$6.50 for 10

These are smooth-skinned fruits with a very highly flavored, crisp flesh.

Boston. Bright yellow, with red cheek.

Gold mine. One of the largest and finest Nectarines; originated in New Zealand. Red and Yellow skin, with white juicy flesh of excellent flavor. Heavy bearer.

Gower. Early, large, green fruit with red cheek.

New White. A large fruit with greenish skin, tinted red, and very rich sweet flesh.

Stanwick. Pale green, with maroon cheek. Flesh white and delicious.

Pears

75c each; \$6.50 for 10

Bartlett. The most popular variety in California, and a large, beautiful fruit of delicious flavor.

Winter Bartlett. Popular late variety.

Peaches

75c each; \$6.50 for 10

J. H. Hale. The best yellow freestone for home use. Fruit very large, rich yellow in color with a red cheek, and yellow flesh. Firm, yet tender, juicy and sweet. Excellent for canning and delicious when fresh. Ripens in August.

Elberta. One of the most widely known yellow freestones, of excellent quality. August.

Late Crawford. A large, fine fruit, a little later than Elberta.

Early Crawford. A good early variety for home gardens, freestone, rich yellow, ripens in late July.

Lukens Honey. The most delicious white peach we know, and for home use it is unexcelled. The skin is white, with a pink cheek; the flesh is white, juicy and very sweet, with a delightful flavor.

Early Imperial. For an early peach, this is the best, ripening in late June. Yellow freestone of rich flavor.

Millers Late. Ripens as late as November, and is a yellow freestone of good quality.

We also have the following good varieties:

Mayflower, Strawberry Free, George IV, Salway, White Heath Cling, Peaks Cling, Phillips Cling, Tuscan Cling.

Persimmons

The Persimmons make very ornamental trees for the garden, and their large, bright fruits ripen late in the fall, making a beautiful appearance on the shapely trees. The fruits are delicious, and are becoming more and more in demand, both for home and market use.

Hachiya. The leading commercial variety and a large oblong fruit of high quality. The flesh is sweet and rich, and practically seedless.

Price \$1.25 Each

Fuyu. A valuable new persimmon with large somewhat flattened fruits, entirely without astringency, and may be eaten while hard, like an apple.

Price \$1.75 Each

Plums

75c each; \$6.50 for 10

Blue Damson. Excellent for canning.

Kelsey. Fine quality, very large, greenish yellow with a red blush.

Satsuma. Large, firm, and deep red from skin to pit.

Santa Rosa. A large oval fruit of a purplish-maroon color, with amber flesh.

Wickson. Large, yellow, with red cheek.

Burbank. Heavy bearer. Red and yellow, with yellow flesh.

Climax. Very early. Red and yellow; yellow flesh, rich and sweet.

Becky Smith. The latest ripening variety. Large, round, red fruits.

Apex Plumcot. Cross between apricot and plum. Early ripening.

Prunes

75c each; \$6.50 for 10

French. Very sweet and rich, and suitable for eating fresh and drying.

Hungarian. Large, reddish-purple variety, for eating fresh or canned.

Standard. Large, and fine for home use. A good bearer.

Sugar. A large, heavy bearing variety for eating fresh or canning.

Quince

75c each; \$6.50 for 10

The Quince forms an ornamental bush or small tree, and the fruit makes wonderful preserves.

Pineapple. Very aromatic, large and smooth, of fine quality.

Walnuts

Placentia Perfection. The most profitable and popular walnut in Southern California. Kernels are plump, full white meated, and of excellent flavor and quality.

8 to 10 Feet—\$1.75 Each

Jujubes

ZIZIPHUS JUJUBA

The fruits of these are valuable for eating fresh, dried or preserved. The fresh fruits are crisp and sweet; but the dried or preserved ones are preferred by most people. The fruit is borne abundantly on small, slender trees, which are also very ornamental. The foliage is deciduous.

Price: 6 foot trees, \$2.00 Each

GRAPES AND BERRIES

Grapes

Western or Sweet Grapes: 25c each, \$2.00 for 10

Alicante Bouchet. Black, makes bright red juice.

Black Manukka. Seedless, black Persian grape.

Black Muscat. Rich, highly flavored table grape.

Emperor. Late red table grape.

Mission. Standard juice grape.

Malaga. Early white table grape.

Muscat. Very sweet, late.

Rose of Peru. Large, round, black grape.

Thompson Seedless.

Tokay. The leading red table grape.

Zinfandel. A valuable juice grape, making a red juice.

New Grapes

Khalili. A new white Persian grape, which ripens earlier than any other.

Ribier. Very large, crisp and delicious, black.

Hardy Eastern Grapes: 35c Each, \$3.00 for 10

Price 35c Each; \$3.00 for 10

Concord. Black.

Niagara. Best green.

Blackberries

Strong plants: 25c Each, \$2.00 for 10

Cory's Thornless. A mammoth blackberry; no thorns.

Crandall's Early. A good sized very early berry.

Himalaya. Very heavy bearer.

Mammoth. Extra large berries.

Gardena Dewberry. Large round berries. Early.

Youngberry

Price 25c Each, \$2.00 for 10

The Youngberry is fast becoming popular and is a deliciously flavored berry, resembling a cross between a Dewberry and a Loganberry.

Loganberry

Extra strong plants, 25c Each; \$2.00 for 10

Very large berries, with a flavor between a blackberry and a raspberry.

Raspberries

Price, 25c Each ; \$2.00 for 10

Black Cap.

St. Regis.

Golden Queen.

La France.

Strawberries

Our strawberry plants are strong and thrifty, having splendid root systems that insure a good crop.

Banner. One of the finest for the Pacific Coast. Fruit is good size, excellent flavor, sweet and juicy.

Carolina. A strong grower and a splendid commercial variety. Produces heavily and ships well.

Mastadon. Not entirely new, but a variety that has proven to be extra good. The berries are of mammoth size. Bears from early summer until November. Good for market and home use.

Progressive. This variety bears over an extended period of months, the berries are good flavor. One of the near "everbearing" kinds.

Prices for the above varieties:

40c per Dozen; \$2.00 per 100; \$15.00 per 1000

Asparagus Roots

Price—50c per Dozen; \$2.50 per 100; \$15.00 per 1000

Palmetto. A good variety for home or market—bright green.

Martha Washington. A very early asparagus.

Artichokes

Price 35c Each; \$3.50 per Dozen

Green Globe. A variety that has proven very satisfactory.



Books for better Gardens

A practical knowledge of plants and other garden essentials insures success in the garden. We are adding to our already quite complete list of garden requisites many of the better and most practical books. These are supplied to our customers at the Publisher's Price with no additional cost for mailing.

All books are sent Postage Paid.

THE CULTIVATION OF CITRUS FRUITS, by H. H. Hume. In a highly specialized industry such as citrus growing, new and practical information is essential. The author is a grower of long experience and his book is recognized as the best and most recent authority on the subject. Ill., 561 pages \$5.00

MANUAL OF TROPICAL AND SUB-TROPICAL FRUITS, by Wilson Popenoe, Agricultural Explorer, U. S. Department of Agriculture. The very interesting and delicious fruits of the warm regions are attracting more attention in California each year, and this book gives the results of the latest researches and practical experience in the cultivation of such fruits of this nature as the avocado, the cherimoya, the loquat, the jujube, the sapota, the mango, and the guava, the persimmon, and others less known but worthy of attention. 475 pages \$4.50

AROUND THE YEAR IN THE GARDEN, by F. F. Rockwell. This splendid book, written by one of America's best known practical gardeners, is unique in its usefulness. It starts with preparations for the season's work in January and outlines a balanced program for the garden through every week in the year. Bound to bring you success, 88 illustrations, 350 pages. \$2.50

HOME FLOWER-GROWING, by E. C. Volz. This book is a real flower garden encyclopedia! It gives up-to-the-minute directions for growing every kind of garden flower with instantaneous reference through an unusually complete index. Also tells how to prepare exhibits for a flower show, and how to organize a garden club. 151 illustrations, 364 pages. \$3.50

MANUAL OF GARDENING, by L. H. Bailey. A complete and helpful guide for planting and landscaping the home grounds. Tells how to make the most of natural features; how to drain, cultivate, and fertilize the soil; how to sow, propagate, transplant, prune, and graft the different classes of fruits, vegetables, and flowers. Gives lists of varieties suited for different purposes. 350 illustrations, 539 pages. \$3.00

THE BOOK OF BULBS, by F. F. Rockwell. Here is the "last word" on bulbs and how to grow them in the garden. Pictures and text show and tell just how to make the most from bulbs in your garden, both outdoors and inside the home. Includes peonies, dahlias, irises, gladiolus, etc., as well as tulips, narcissus, hyacinths, and other true bulbs. Interesting and practical. 187 illustrations, 264 pages. \$3.00

DAHLIAS, by F. F. Rockwell. All dahlia lovers will profit from this interesting and helpful book. It describes the various types and tells their uses, how to plant and grow them, the fertilizers to use, how to control pests, how to harvest and store, grow for exhibition, and how to propagate and hybridize. 65 illustrations, 80 pages. \$1.00

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*Scabiosa
Columbaria*

TWO BEAUTIFUL PERENNIAL SCABIOSAS

THE PERENNIAL scabiosas are among the very best of flowers, particularly for winter blooming. While they bloom throughout the year, their heaviest blooming period is in the winter, when there is a scarcity of other flowers for cutting.

They should be planted in sunny beds in well drained soil, where they will grow and bloom from season to season.

We have two distinct species, which are quite different in formation and color.

Scabiosa Caucasica. This is a highly improved strain and produces flowers of extraordinary size and delicacy of formation. They are quite flat, without a high cushion center, and the petals are prettily notched and gracefully arranged. In color they are a beautiful shade of blue.

Scabiosa Columbaria. This is a comparatively new species, recently popularized by us, and has proven to be of great value. Its dainty and artistic flowers make the most beautiful bouquets imaginable. It is being used more and more each year by florists for all types of floral decorations. The flowers, borne on long stems, are of most delicately beautiful formation and color. We have two shades: delicate lavender, and mauve pink.

Price of either species of scabiosa
2 1/4 inch pots, 15c each, \$1.50 per dozen
 Large plants in 4 inch pots
35c each, \$3.50 per dozen